South China Morning Post connects your brand with affluent readers across digital, in print and on the go.

SCMP reaches an influential readership every day with our flagship product the South China Morning Post. We also attract millions of eyeballs monthly through the SCMP.com digital platform. From desktop to mobile site and mobile app to tablet, we offer the delivery options that give your brand the exposure you need. Leverage SCMP’s extensive resources and relationships to create the connections you want, and influence the demographics you need.

**Circulation**

105,347² South China Morning Post
82,117² Sunday Morning Post

**Readership:** 396,000¹ South China Morning Post & Sunday Morning Post combined

**Position**

51% Professionals/Managers/Executives/Traders/Proprietors

**Qualification**

60% University or higher

**Purchasing Power**

43% Monthly Household Income HK$60,000 or above

51% Children in Household

54% Male

46% Female

**Gender**

54% Male

46% Female

**Monthly Page Views³** 62 M

**Desktop** ................................. 31%

**Mobile Site** .............................. 30%

**Mobile App** ............................. 27%

**Tablet & Off-Platform** ................. 12%

**Average Session Duration³** 4:56

**Video Views³** 70M

Compared with regional daily newspapers, SCMP has the highest number of readers

With a personal net worth of
USD 3,000,000+⁴

With value of real estate investments
primary residence at
USD 2,000,000+⁴

Who owns premium car worth
USD 80,000+⁴

Flying
First or Business Class⁴
on both business and leisure trips in past 12 months


Remarks: Mobile App and Tablet users are included in the above digital traffic tracking and research surveys with the SCMP.com readers.